2016 Rail Customer Satisfaction Survey Results

Board of Trustees – Operation Committee

May 2, 2017
Rail Survey Methodology

- Survey Administered 4\textsuperscript{th} Qtr. 2016
- Intercepts: Weekdays, varying times a day
- Completed surveys:
  - Red Line 454
  - Blue Line 276
  - Green Line 262
Rail Customer Profile

- Rides at least, a couple times a week
- Trip purpose: work, school, leisure
- 60/40 split: Unlinked vs Linked trips
- Choice Riders:
  - Red and Blue Lines 33%
  - Green Line 64%
Rail Customer Profile – Fare Payment

- Primarily, Monthly & All Day Pass
- Purchase fare at Tower City, CSK/TVM and thru Employer
- Fare Payment process: “Relatively Easy”
Alternate way to make this trip

- Drive Alone
- Alternate RTARoute
- Drive with Other
- Other
- Would not make Trip

Red Line | Blue Line | Green Line
Alternate way to make this trip

- Drive Alone
- Alternate RTARoute
- Drive with Other
- Other
- Would not make Trip

2015
2016
Rapid Leaves the Station On-Time

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

Red Line
Blue Line
Green Line
Rapid Arrives at Destination According to Schedule

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

2015 vs. 2016

Greater Cleveland Regional Transit Authority
Travel time is reasonable

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

Red Line  Blue Line  Green Line
Reasonable Travel Time

[Bar chart showing percentages of responses for 'Strongly Agree', 'Agree', 'Disagree', and 'Strongly Disagree' categories for the years 2015 and 2016.]
Feel safe while waiting for the Rapid

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

Red Line, Blue Line, Green Line
Feel safe waiting for service

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Disagree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Feel safe while riding the Rapid
Feel safe riding the service
Feel safe leaving my car in the parking lot

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

Red Line  Blue Line  Green Line

Greater Cleveland Regional Transit Authority
Feel safe leaving my car in the parking lot

![Bar chart showing the percentage of respondents who feel safe leaving their car in the parking lot in 2015 and 2016. The chart shows a significant increase in the percentage of respondents who strongly agree and agree in 2016 compared to 2015.](chart.png)
Rapid car operated safely

![Bar chart showing the percentage of people who strongly agree, agree, disagree, and strongly disagree that rapid car operations are safe, with different lines for Red, Blue, and Green lines.](chart.png)
Sufficient Service Info Posted at Station

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

Red Line | Blue Line | Green Line

Greater Cleveland Regional Transit Authority
Sufficient Service Info Posted at Station

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

2015 vs 2016

Greater Cleveland Regional Transit Authority
Sufficient Service Info Posted on Train

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

Red Line
Blue Line
Green Line
Sufficient Service Info Posted on Train

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

Comparison between 2015 and 2016.
RTA effectively communicates w/Customers regarding planned interruptions

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

Red Line
Blue Line
Green Line

Greater Cleveland Regional Transit Authority
RTA effectively communicates w/Customer when service has been interrupted
Rapid car interiors are clean

![Bar chart showing the percentage of people who agree or disagree with the statement "Rapid car interiors are clean" for different lines (Red, Blue, and Green).]
Rapid car interiors are clean

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Disagree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Rapid station/stop’s waiting areas are clean

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

Red Line
Blue Line
Green Line
Rapid station/stop’s waiting areas are clean

- Strongly Agree: 0% in 2015, 0% in 2016
- Agree: 50% in 2015, 60% in 2016
- Disagree: 10% in 2015, 15% in 2016
- Strongly Disagree: 20% in 2015, 15% in 2016
Operators are helpful and professional

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

Red Line
Blue Line
Green Line
Operators are helpful and professional

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

2015 vs. 2016
RTA’s responsive to complaints

<table>
<thead>
<tr>
<th>Category</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red Line</td>
<td>10%</td>
<td>25%</td>
<td>15%</td>
<td>10%</td>
<td>40%</td>
</tr>
<tr>
<td>Blue Line</td>
<td>5%</td>
<td>30%</td>
<td>12%</td>
<td>15%</td>
<td>25%</td>
</tr>
<tr>
<td>Green Line</td>
<td>8%</td>
<td>10%</td>
<td>5%</td>
<td>8%</td>
<td>47%</td>
</tr>
</tbody>
</table>
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RTA’s responsive to complaints

2015 2016

Strongly Agree Agree Disagree Strongly Disagree No Opinion

0% 5% 10% 15% 20% 25% 30% 35% 40% 45%
Satisfied with service

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Satisfied with service

[Bar chart showing satisfaction levels (Very Satisfied, Satisfied, Dissatisfied, Very Dissatisfied) for 2015 and 2016.

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Would refer rapid to others

Yes

No

Red Line  Blue Line  Green Line
Would refer rapid to others

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
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</tbody>
</table>
Rail Survey Results

So, how did we do?

Reliability – Overall “Better”, Significant improvement both on-time and travel time.

Safety – OK, some improvement from last year.

Clean – Doing better, still room for improvement

Communications – Improving, must do better

Courteous – Fair, but improving
Rapid Transit Survey

Next Step

Clean – Design, print and post signs with shared responsibility message to customers “don’t leave your trash behind”.

Communications – launch new real time app and riders alert service.

Courteous – Develop new distribution system for Ride Happy/Ride Free cards.
2017 Marketing Research Program

- Millennial/Baby Boomer Focus Groups
- College Student Transportation Survey
- Annual ABBG Bus Customer Satisfaction Survey
- Secret Shopper Program
- Biennial Customer Satisfaction Surveys
  - Paratransit
  - HealthLine
Overall, rail ridership is down, marginally 1.8% or 161,000 fewer rides.
Overall, 2017 Red Line Ridership is down 6.6% thru March.
Ridership – First Quarter Results
Blue/Green Lines

For the year, Light Rail ridership down 10.2%
Rider Demographics

- **Gender**
  - Male: 30%
  - Female: 40%
  - No Answer: 30%

- **Age**
  - U 18: 10%
  - 18-24: 20%
  - 25-45: 30%
  - 46-64: 40%
  - 65+: 50%

- **Ethnicity**
  - Hispanic: 0%
  - African American: 10%
  - Asian American: 20%
  - White: 30%
  - Other: 40%